[www.urgenthealth.com](http://www.urgenthealth.com) cookies:

**How we use cookies**

Our website uses cookies. A cookie is a small file of letters and numbers that we place on your computer or mobile device if you agree. These cookies allow us to distinguish you from other users of our website, which helps us to provide you with a good experience when you browse our website and also allow us to improve our website.

Cookies may be set either by the website (first party cookies), or by a third party website (third party cookies). First party cookies are commonly used for the functionality of the site. This doesn't imply that these cookies are allowed by EU law. There are 7 First Party cookies used by this site, and 0 Third Party.

The tables below identify the cookies we use and explain the purposes for which they are used.

|  |  |  |  |
| --- | --- | --- | --- |
| Cookie Name | Run by | Type | Lifespan |
| \_gid | Google Universal Analytics | Statistics | 24 hours |
| \_ga | Google Universal Analytics | Statistics | 2 years |
| \_gat | Google Universal Analytics | Statistics | 10 minutes |

**Google Universal Analytics**

Google Analytics is a simple, easy-to-use tool that helps website owners measure how users interact with website content. As a user navigates between web pages, Google Analytics provides website owners JavaScript tags (libraries) to record information about the page a user has seen, for example the URL of the page. The Google Analytics JavaScript libraries use HTTP Cookies to "remember" what a user has done on previous pages / interactions with the website.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>

The following cookies are used on the Urgenthealthuk.com site:

* **\_gid** - This cookie name is asssociated with Google Universal Analytics. It stores and updates a unique value for each page visited.
* **\_ga** - This cookie name is asssociated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.
* **\_gat** - This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.